

Message Text

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SUBJ: FISHEXPO AND THE IMC FY 79 AND 80 EVENT SCHEDULE

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1. SUMMARY: IMC, CONSULATE PERTH, CAMPAIGN MANAGER FOR FOOD PROCESSING AND PACKAGING, AND EMBASSY ALL AGREE ON DESIRABILITY OF SOME TYPE OF PROMOTIONAL ACTIVITY IN CONJUNCTION WITH FISHEXPO. AT SAME TIME, EMBASSY CONCURS IN IMC JUDGMENT THAT FISHEXPO BE DROPPED FROM IMC SCHEDULE AS A FULL-SCALE OFFSITE, BOTH BECAUSE OF LOGISTICS DIFFICULTIES WHICH WOULD BE ENCOUNTERED IN MOUNTING SHOW AND BECAUSE OF HIGHER PRIORITY WHICH EMBASSY BELIEVES SHOULD GO TO IMC'S MOUNTING OF AIEE OFFSITE.

2. THERE APPEAR TO BE THREE POSSIBILITIES FOR MOUNTING OF AN ALTERNATIVE PROMOTIONAL EVENT: A CATALOGUE SHOW, A TRADE MISSION-TYPE EVENT, AND A MINI-OFFSITE. END SUMMARY.

3. EMBASSY BELIEVES SEVERAL FACTORS SHOULD BE CONSIDERED
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PAGE 02 CANBER 05799 240935Z

IN EVALUATING THESE ALTERNATIVES. ONE IS THAT, DESPITE TREMENDOUS INTEREST IN 200 MILE LIMIT, IT DOES NOT CHANGE ECONOMICS OF AUSTRALIAN FISHING INDUSTRY, WHICH IS RELATIVELY SMALL AND HIGH COST AND SUPPORTED BY A RELATIVELY LIMITED DOMESTIC MARKET, ALTHOUGH EXPORTS (INCLUDING TO THE U.S.) ARE GROWING. AUSTRALIAN GOVERNMENT MAY BE ABLE TO EXACT A PRICE FROM FOREIGN FISHING INTERESTS WISHING TO RETAIN

CONTINUED ACCESS TO THESE WATERS. HOWEVER, MARKET RESEARCH HAS ESTABLISHED THAT EXISTING PROCESSING FACILITIES HAVE EXCESS CAPACITY AND ARE NOT PRESENTLY LOOKING TOWARDS NEW INVESTMENT. JOINT VENTURES, IF THEY DO MATERIALIZE UNDER AUSTRALIAN GOVERNMENT PRESSURE, ARE LIKELY TO BE HEAVILY INFLUENCED BY EQUIPMENT CHOICES OF FOREIGN PARTNERS, WHO FOR REASONS OF EXPERTISE AND ECONOMICS ARE ALREADY ENGAGED IN TYPE OF FISHING THAT AUSTRALIANS NOW HOPE TO ENTER. THUS, A REALISTIC APPRAISAL WOULD SUGGEST THAT THE 200 MILE LIMIT WILL GENERATE LITTLE ADDITIONAL BUSINESS IN AUSTRALIA FOR U.S. EXPORTERS AT THIS TIME.

4. MARKET RESEARCH HAS ALSO CONCLUDED THAT AUSTRALIAN FISHERMAN ARE CONSERVATIVE IN BUYING HABITS, AND THAT WITHOUT A THOROUGH TRIAL OR DEMONSTRATION OF NEW PRODUCT, THERE IS LITTLE CHANCE OF MAKING A SALE WHICH WILL RESULT IN FISHERMEN SPREADING WORD ABOUT MERITS OF A NEW PRODUCT. QUALITY OF PRODUCT, FACILITY IN MAKING REPAIRS, AND ACCESSIBILITY TO SPARE PARTS ARE ALSO ESSENTIAL.

5. FURTHERMORE, USG HAS RECENTLY BROUGHT TO AUSTRALIA A CATALOGUE SHOW WHICH HAS COVERED AUSTRALIAN FISHING AREAS FROM WEST COAST AROUND SOUTHERN COAST AND NORTH INTO QUEENSLAND.

6. EMBASSY ALSO BELIEVES THERE ARE LIMITS TO UTILITY, AND UNCLASSIFIED

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PAGE 03 CANBER 05799 240935Z

PERHAPS FEASIBILITY, OF AIDING OTM FIRMS THAT WILL BE EXHIBITING AT FISHEXPO IN A PROMOTIONAL EFFORT ELSEWHERE IN COUNTRY AT ABOUT SAME TIME.

7. CONSULATE PERTH AGREES FULLY WITH THE RECOMMENDATION OF REGIONAL MARKET RESEARCH OFFER FOR A TRADE-MISSION TYPE OF APPROACH, WHICH WOULD FINISH UP AT FISHEXPO, AS SPELLED OUT IN DETAIL IN RESEARCH REPORT, BEING REPEATED SEPTEL. CONSULATE WOULD ASSIGN ITS COMMERCIAL OFFICER TO WORK ALMOST FULL TIME FOR SEVERAL MONTHS ON THE PROGRAM, AND IT BELIEVES IT CAN GET CONSIDERABLE HELP FROM AMERICAN CHAMBER OF COMMERCE IN WESTERN AUSTRALIA, WHICH IS AN EXTREMELY ACTIVE ORGANIZATION. NOT ONLY WOULD THIS PUT ON THE GROUND FLOOR FOR FUTURE SALES AND DEMONSTRATE OUR ABILITY TO COMPETE WITH JAPANESE, BUT IT WOULD ALSO CARRY OVER IN OTHER AREAS, PROVIDING IMPORT U.S. EXPOSURE IN WESTERN AUSTRALIA. BECAUSE 1979 IS WESTERN AUSTRALIA'S 150TH ANNIVERSARY, THERE WILL BE MEETINGS AND CELEBRATIONS THROUGHOUT YEAR, AND U.S. PARTICIPATION IN FISHEXPO WILL ACCORDINGLY BE PARTICULARLY TIMELY.

8. IF WASHINGTON RESOURCES MADE POSSIBLE SUPPORT FOR

MINI-OFFSITE, THIS COULD BE DOVETAILED WITH ABOVE APPROACH.
EMBASSY REGARDS EITHER OF THESE APPROACHES, EITHER ALONE OR IN
COMBINATION, AS PREFERABLE TO CATALOGUE SHOW APPROACH.
HOWEVER, EMBASSY BELIEVES THAT INASMUCH AS OLD-TO-MARKET
COMPANIES ALREADY HAVE REGIONAL REPRESENTATION AS WELL AS
PLANNED PARTICIPATION IN FISHEXPO, THERE WOULD BE LITTLE
INCREMENTAL SALES GAIN FROM TRADE MISSION COMPOSED IN ANY
SUBSTANTIAL PART OF OTM FIRMS. EMBASSY RECOMMENDS THAT TRADE
MISSION PARTICIPATION BE LIMITED LARGELY OR ENTIRELY TO NTM
FIRMS, AND THAT IF INSUFFICIENT PARTICIPATION IS POSSIBLE ON
THIS BASIS, IT BE ACCEPTED AS A JUDGMENT ON MARKET POTENTIAL,
IN LINE WITH COMMENTS PARA 3 ABOVE AND MARKET RESEARCH
FINDINGS.

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PAGE 04 CANBER 05799 240935Z

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